

# Fact sheet



## HP and UGS Speed Global Innovation Networks by Simplifying PLM

### Overview

In February 2005, UGS Corp. – a leading global provider of product lifecycle management (PLM) software and services, and HP (NYSE, NASDAQ: HPQ) announced a strategic alliance. To date, the two companies have jointly invested in global programs designed to help companies more rapidly realize value from their PLM solutions.

“HP and UGS have been working together to help companies successfully deploy PLM solutions for more than 17 years,” said Rod Strand, UGS Global Alliance Manager, HP. “Today, manufacturers see the need to innovate, but must also realize quick time to value. HP and UGS are working closely together to deliver the technologies, services based on our joint industry experience to minimize customers’ investment risk by synchronizing their IT and business environments.”

The HP-UGS strategic alliance provides manufacturers with one-stop shopping for enterprise level PLM solutions designed to reduce complexity and offer quicker time to value. UGS and HP provide total PLM solutions so companies get out of the role of integrating individual components, such as hardware, software, services, integration and support.

According to AMR Research, time-to-value has become an overarching theme for manufacturers as they focus on innovation that translates to profitable growth. Competing in a world marketplace demands global innovation, and developing relationships with those partners and suppliers that complement a manufacturer’s own core competencies will make the difference between success and failure.<sup>1</sup>

“The key to innovation is collaboration. Companies must be able to collaborate across town, across countries and even to the next cube,” said Chris Kelley, vice president Partner and Platform Marketing, UGS “PLM meets the innovation challenge by leveraging global innovation networks to create and evaluate the multitude of ideas and efficiently drive the best ideas into existing products or create new ones.”

### HP-UGS Joint Resources

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HP and UGS offer solutions and services that draw on the expertise of both companies. This knowledge and experience, along with joint IT solutions and services, can assist a company in maximizing its invaluable assets by changing and automating processes and structures that will improve efficiency, reduce complexity, and build new skills in your PLM environment.

### **PLM Appliance**

The PLM Appliance is a self-contained solution that can be rapidly implemented and easily maintained world wide, in less time and with lower costs and risks associated with typical PLM IT design. The PLM Appliance allows for a streamlined implementation procedure - pre-staging delivers rapid deployment and minimum user site disruption and standardized consulting services for rapid IT readiness. It provides one-stop shopping for enterprise-level PLM and is a new concept for deploying the infrastructure necessary to support full PLM capabilities within a small site.

### **Collaborative Business Infrastructure (CBI) for PLM**

CBI for PLM, is a platform to enable rapid integration of PLM environments with other internal enterprise solutions and with suppliers with disparate CAD or PLM systems. This creates a sustainable environment where stakeholders can collaborate and share information easily throughout the product lifecycle.

### **HP-UGS Centers of Excellence**

HP and UGS have created six application competency centers around the world in Korea, China, Singapore, Japan, and the United States.

These centers allow companies to review their entire system environments so that they are optimized to run HP and UGS™ joint solutions. This unmatched collaboration provides users with reliable, easy solutions and breakthrough technology that leverage IT in the PLM environment so that it delivers real business value to the enterprise.

### **Product Lifecycle User Simulation (PLUS) Services**

HP has developed a hands-on environment for executive stakeholders to experience the value of a PLM environment. Using a PLUS environment, HP and UGS enable joint customers to help validate ROI and drive the people and process change necessary to implement PLM successfully. PLUS can also be used with real-world users to verify and demonstrate the effect of their PLM transformation before the company-wide roll-out both initially and for subsequent upgrades.

### **Partners for Advancement of College Engineering Education (PACE)**

HP and UGS both participate in this alliance to encourage and support strategically selected academic institutions worldwide to develop engineering programs. Through PACE, HP donates 100 new HP xw4200 Workstations and four HP Designjet 110plus nr (C7796E) large format printers to PACE universities each year and pays refurbishing and shipping charges on used HP Workstations donated by the alliance's founding partners.

### **HP UGS Certified Consultants**



HP puts its own PLM Consultants through UGS certification training. These consultants provide customers with a complete solution view across hardware, software and services in PLM. In addition, because they provide focused coverage for each of these areas, they resolve problems quickly and can help companies avoid the delays due to poor communication and coordination which sometimes occurs when multiple vendors try to work together to cover the same areas.

### Summary

With HP and UGS, the goal is to help companies derive the most from the knowledge that resides throughout their extended enterprise—and applying this knowledge in a way that maximizes the innovative content that goes into their products and services.

HP and UGS can help organizations create a product development environment that will effectively support rapid change, maintain a high level of customer satisfaction, build revenue and market share, add production efficiencies, and create new market opportunities.

For more information on HP and UGS PLM solutions, please visit: [www.hp.com/go/plm](http://www.hp.com/go/plm)

<sup>1</sup> The Product Lifecycle Management Applications Report, 2004-2009, © 2005, AMR Research.

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